**New Undergraduate Program (Majors, Minors, Sequences, Certificates) Proposal
Illinois State University - University Curriculum Committee**

**Program Department**   Marketing

**Submission Date**  Monday, November 20, 2023

**Initiator**   Gary Hunter

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**Initiator Department**   Marketing

**Coauthor(s)**   None

**Version**   1   **ID**   496

**Title of New Program**   Minor in Marketing

**Proposed Starting Catalog Year**   2025-2026

**1.**

**Proposed Action**

New Major

✓

New Minor

New Sequence

New Certificate

More than 50% of courses in this program are Distance Education

**2.**

**Provide *Undergraduate Catalog* copy for new program.**

The Marketing minor is offered as a complement to content of other majors, to enable students to develop an understanding of marketing concepts and practices, and a business context for use of the concepts and skills they are learning in their major.

27 total hours required

Marketing Minor Requirements

* ECO 101
* ECO 102
* MGT 100 or ECO 138 or GEO 138 or POL 138 or PSY 138
* MKT 190 or MKT 230 (nonmajors)
* MKT 231
* MKT 232

Take 3 courses (9 credit hours) of electives from the following:

* MKT 233
* MKT 234
* MKT 236
* MKT 245
* MKT 310
* MKT 311
* MKT 312
* MKT 324
* MKT 325
* MKT 326
* MKT 329
* MKT 331
* MKT 332
* MKT 333
* MKT 334
* MKT 335
* MKT 338
* MKT 339 (any decimalization available)
* MKT 340
* MKT 345
* MKT 350
* MKT 398a01\*
* MKT 398a03\*
* MKT 398a04\*

**Notes**

* Courses requiring prerequisites that have not already been completed will result in an increase in total hours for the minor.
* \*A qualifying internship or independent study, with approval by the Marketing Chairperson, may count for up to 3 credit hours toward the minor.
* At least half of the credit hours for the minor must be distinct from hours toward the student's major within the same department or school.
* No more than 10 hours of coursework may be selected from the student’s first or second major department.
* Minor coursework must be taken for a grade (may not be taken as "Passing/Not Passing").

**3.**

**Provide a description for the proposed program.**

**The proposed Marketing minor totals 27 credit hours, with four required core courses (MKT 190, MKT 231, MKT 232, and one prerequisite, MGT 100), and three additional marketing courses selected from a list of marketing electives. The three electives give the student an opportunity for greater depth of study in one or more areas of specialization within marketing (i.e., marketing analytics, integrated marketing communication, professional sales).**

**No more than 10 hours of coursework may be selected from the student’s first or second major department. Minor coursework must be taken for a grade (may not be taken as "Passing/Not Passing").**

**27 total hours required (courses requiring prerequisites that have not already been completed will result in an increase in total hours for the minor)**

**Marketing Minor Requirements**

* **MGT 100 - Statistical Reasoning (MAT 120 prerequisite), or ECO 138 or GEO 138 or POL 138 or PSY 138**
* **MKT 190 - Marketing Fundamentals and Career Choices, or MKT 230 - Introduction to Marketing Management (nonmajors) – (ECO 101 and ECO 102 are prerequisites)**
* **MKT 231 - Buyer Behavior**
* **MKT 232 - Marketing Research**

**Take 3 courses (9 credit hours) of electives from the following**

* **MKT 233 - Foundations of Integrated Marketing Communication**
* **MKT 234 - Personal Selling and Relationship Marketing**
* **MKT 236**
* **MKT 245 - Introduction to Marketing Analytics**
* **MKT 310**
* **MKT 311**
* **MKT 312**
* **MKT 324**
* **MKT 325**
* **MKT 326**
* **MKT 329**
* **MKT 331**
* **MKT 332 - Creative Strategy & Design**
* **MKT 333 - Integrated Marketing Communication (IMC Capstone)**
* **MKT 334**
* **MKT 335 - Retailing Management and Promotion**
* **MKT 337**
* **MKT 338 - Strategic Marketing Management**
* **MKT 339**
* **MKT 340 - Digital Marketing & Promotion**
* **MKT 345**
* **MKT 350**
* **MKT 398a01**
* **MKT 398a03**
* **MKT 398a04 - Professional Practice: Intern/Coop Ed Integrated Marketing Communication**

**Notes**

* **A qualifying internship or independent study, with approval by the Marketing Chairperson, may count for up to 3 credit hours toward the minor.**
* **At least half (min. of 9 credit hours) for the minor must be distinct from hours toward the student's major within the same department or school.**
* **Enrollment in 200-level business courses requires 45 completed credit hours.**
* **Enrollment in 300-level business courses requires 75 completed credit hours.**

**4.**

**Provide a rationale of proposed program.**

**The Marketing minor is offered as a complement to content of other majors, to enable students to develop an understanding of marketing concepts and practices, and a business context for use of the concepts and skills they are learning in their own major. As an example, understanding marketing concepts, the marketing mix, and how to create and implement a marketing strategy would benefit students who are studying communications, agriculture, family consumer science, economics, graphic design and other areas of academic focus.**

**5.**

**Describe the expected effects of the proposed program on existing campus programs (if applicable).**

There is no adverse effect on exisiting campus programs. The Minor in Marketing offers students an opportunity for immersion in marketing concepts without all of the requirements of a marketing major and College of Business degree.

**6.**

**Provide a sample four-year plan of study that fulfills the following requirements:** 120 hours, 42 senior college hours (200 and 300 level courses) for 2023-2024 and earlier catalog years; 40 senior college hours for 2024-2025 and later catalog years, and 39 General Education Program hours or 36 hours with exemption. If the program is a BS program, show the BS-SMT degree requirement. If the program is from CAS, show Foreign Language Requirement (LAN 111/LAN 112). IDEAS and AMALI graduation requirements. Confirm General Education requirement exemptions on the General Education page of the current Academic Catalog.*4-year plans are not required for minor or certificate program proposals.*

Four year plan of study is not required for this Marketing minor proposal.

**7.**

**Describe the expected curricular changes required, including new courses. If proposals for new courses have also been submitted, please reference those related proposals here:**

No new courses are proposed. The minor makes current courses in marketing available to students in other majors.

**8.**

**Anticipated funding needs and source of funds.**

The Minor in Marketing utilizes required and elective courses already offered in the Marketing major. There is no anticipated need for additional funding. The FIF and Program of Study proposal are attached.

**9.**

**No**

**Does this program count for teacher education?**

**10.**

**No**

**Is this an Interdisciplinary Studies program?**

**11.**

**The following questions must be answered.**

**N.A.**

Have letter(s) of concurrence from affected departments/schools been obtained?
*A departments/school is affected if it has a program with significant overlap or if it teaches a required or elective course in the program.*

**Yes**

Does this minor, including all required prerequisite hours, include 18-36 hours?

**No**

Does this minor include more than 25 hours from any major department/school?

**Yes**

Does this minor require more than 9 hours from major program of study?

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**Financial Implications Form**

*If new window does not appear after clicking the View Financial Implications button,
please disable the "pop-up blocker" feature of your internet browser.*

**12.**

**Routing and action summary for New Program:**

[**Proposal Routing**](https://registrarforms.illinoisstate.edu/CurriculumForms/Support/Routing.aspx)

**1. Marketing Department Curriculum Committee Chair**

*Duleep Delpechitre (website)*

Duleep Delpechitre

12/1/2023 12:59:37 PM

Signature

Print

Date

**2. Marketing Department Chair/School Director**

*Horace Melton (website)*

Horace Melton

12/1/2023 1:14:05 PM

Signature

Print

Date

**3. College of Business College Curriculum Committee Chair**

*Nathan Hartman (website)*

Nathan Hartman

1/25/2024 1:24:46 PM

Signature

Print

Date

**4. College of Business College Dean**

*Terry Noel (website)*

Terry Noel

1/25/2024 1:58:24 PM

Signature

Print

Date

**5. University Curriculum Committee Chair**

*Joshua Newport (website)*

Joshua Newport

1/14/2025 11:00:37 AM

Signature

Print

Date

All new programs (majors, minors, sequences, certificates) are routed by the U.C.C. to the Academic Senate